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Promoting an Event in Social Media - Part 2

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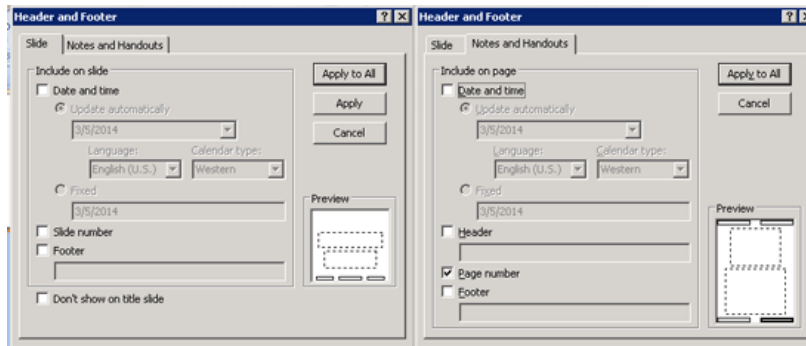
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PowerPoint - Adding Slide Numbers

Slide numbers can be very helpful in your presentation. You can add slide numbers, notes page numbers, handout page numbers, and the date and time to your presentation

To Insert Slide Numbers

- On the Insert tab, in the Text group, click Slide Number.
- In the Header and Footer dialog box, do one of the following:
 - to add slide numbers - click the Slide tab, and then select the Slide number check box.
 - to add page numbers to notes or handouts - click the Notes and Handouts tab, and then select the Page number check box.
 - to add page numbers to all of the slides, notes pages, or handouts in your presentation - click Apply to All



To Add Date and Time

- On the Insert tab, in the Text group, click Date & Time.
- In the Header and Footer dialog box, do one of the following:
 - to add the date and time to your slides - click the Slide tab.
 - to add the date and time to your notes pages or handouts - click the Notes and Handouts tab.
- Select the Date and time check box, and then do one of the following:
 - to set the date and time to a specific date, click Fixed, and then in the Fixed box, type in the date that you want. Note: By setting the date on your presentation so that it is Fixed, you can easily keep track of the last time you made changes to it.
 - to specify that the date and time updates to reflect the current date and time each time you open or print the presentation, click Update automatically, and then select the date and time format that you want .
 - to add the date and time to all of the slides, notes pages, or handouts in your presentation, click Apply to All.

If you need help with a PowerPoint project or have questions – contact us at info@aapk.com for assistance.

Promoting an Event in Social Media - Part 2

[Last week](#) I talked about what you need to put together to promote an event. The next step is to post your event on social media. There are many social outlets where you can post your event for free and it doesn't take a lot of time – just a bit of organization.

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- Content Management Web Sites
- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

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I suggest you use Word and Excel to keep you organized when posting. Word houses the text and links for your post. You can use Excel to track where and when you have posted the event. It's helpful to keep a list of this information so that if you have to post this event or another one later you have a record of it and don't have to "reinvent the wheel". To take this further you can use this Excel list to track which places got you the most exposure and then use that information to tweak your next campaign.

Here is the list of where to post:

- Facebook – as you are probably aware, Facebook is a great outlet for sharing information with friends, family and groups of people. If you don't have a Facebook account and plan on promoting events you need to get one.
 - Personal – post your event to your personal page – in the box that says "What's on your mind"
 - Business – if you have a business Facebook page and the event is business related Town – type in your town name in the search area and check to see if there are any local town groups to you can post to (for me in Milford we have three town pages)
 - Groups – do you belong to an alumni group or a local group? Then if the event relates to this group post it there.
- Patch.com – Because Patch is hyper-local this is a must to promoting events (if you are fortunate enough to have a local patch.com). If you don't have an account with Patch you can sign up for one – it's free. To post in Patch simply click on Events in the top menu bar and then Post An Event.
- Email – create an email to mail out to your family and friends.
- Local news channels – what news channels and newspapers are in your area that would reach your audience? Go to their web sites and find where to post (common words to look for events, submit announcements, report it, etc).

This list is just the beginning, think creatively about where to reach your desired audience and find out how to post or the event mentioned.

If you need help promoting an event or your business contact me at info@aapk.com to help you move forward.

You Have To Laugh

Funny Video: Confused Cats - <http://www.youtube.com/watch?v=rJZZcv6in2o>

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